



Indianapolis International Film Festival Job Description

Title:

Social/Digital Media Coordinator

Reporting To:

Marketing Director

Purpose:

To manage and optimize the organization's digital media efforts and social media presence.

Responsibilities:

1. Maintains a working knowledge of the organization and personal commitment to its goals and objectives.
2. Creates and executes a social/digital media marketing strategy, including goals, objectives and strategies to advance the organization's brand awareness and engagement in these media.
3. Creates, manages and executes an annual email marketing calendar via the organization's Email Service Provider, determining content, timing and audiences.
4. Manages the organization's Facebook presence as an administrator of the Indy Film Fest fan page, posting content and interacting with users.
5. Manages the organization's Twitter presence (@IndyFilmFest), posting content and interacting with users.
6. Identifies emerging social media outlets where the organization should and can have a presence, and manages the incorporation of these outlets into the existing social media marketing strategy.

Expectations:

The responsibilities of the Social/Digital Media Coordinator will require involvement at Board meetings and between for planning and execution of job responsibilities, averaging roughly 4 hours per week. The Social/Digital Media Coordinator will work directly with the Marketing Director and be highly visible to the festival audience, and as such is expected to be highly available and dependable regarding the position's responsibilities.

Benefits:

As a volunteer in a leadership role with the Indianapolis International Film Festival, the Social/Digital Media Coordinator will receive credentials for attendance at the 2011 Indy Film Fest, granting access to screening, parties and VIP rooms. This role offers the opportunity to learn what it takes to shape a complete festival program.